



May 27, 1992

TO: G.B. BROWN

RE: NEWS EMPORIUM (3922-00-00)

J.H. CASEY
Division Sales Manager

400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-3050
Fax: 908-417-9076

*cc: R.I.
all display incl
to R.I. for install
on 6/26/92*

Dear Greg:

Julie Morrisette, General Manager for News Emporium, has approved the new upscale three-tier permanent counter display for the Newark Airport Terminal C location.

The new contract for this location is for a three-tray, ninety pack display (see attached contract). The contract has been entered into S.I.S. This display is replacing the (six) fifteen pack trays already on location.

The following brands need to be ordered and placed on this display:

TOP TIER:	Camel Lt. Box Wides/Camel Filter Box Wides
SECOND TIER:	Doral lt. K - 100/Doral Menthol Lt. K - 100
THIRD TIER:	Sterling 100 & Lt. 100/Sterling Menthol 100 & Menthol Lt. 100

Please have separate advertising and pricing on the display per price category as stated in the contract. Also utilize any price reduction stickers via vpr for Sterling and Doral as needed.

Please have your sales reps pick these displays up from my office on June 1, 1992 and place them in the Newark News Emporium location.

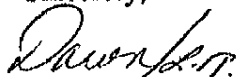
"We work for smokers."

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Thank you for your cooperation with the chain.

Sincerely,



D.J. Holland

DJH/lt

Attachment

M-2

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